

Draft Until Approved
Avila Beach Tourism Alliance
Board Meeting Minutes

May 11, 2016 – Sycamore Mineral Springs Resort Conference Room, Avila Beach

Board Members Present:

Charles Crellin, Sycamore Mineral Springs Resort
Katie Sturtevant, Avila Village Inn
Kalie Howard, Avila Lighthouse Suites

Others Present:

John Sorgenfrei, TJA Advertising
Kaci Knighton, TJA Advertising
Stephanie Rowe, ABTA admin
Samantha Pruitt, Race SLO
Christopher King, Avila Village Inn
Di Strachan, Stewardship Travel Program
Andrea Lueker, Port San Luis Harbor District

Absent: None

CBID: Cheryl Cuming (CAO)

1. **Call to Order:** by board chair Charles Crellin at 10:01 a.m.
2. **Public Comment:** Andrea Lueker introduced herself and noted that she would like to make a presentation about the Port San Luis Harbor District at the June meeting.
3. **Consent Items:**
 - a. The March 2, 2016 minutes were approved for review and approval. A motion was made by Kalie Howard, and seconded by Charles Crellin. With no further discussion, the March 2nd minutes were approved by a unanimous voice vote of the local Advisory Board.
 - b. The April 13, 2016 minutes were approved for review and approval. A motion was made by Katie Sturtevant, and seconded by Charles Crellin. With no further discussion, the April 13th minutes were approved by a unanimous voice vote of the local Advisory Board.
4. **CBID and Financials Update:** Cheryl Cuming gave an update for the past month.
 - a. TOT was reviewed over the past 5 years. Avila Beach increased year-over-year: 2012/2013-5/1%; 2013/2014-6.6%; 2014/2015-12.2%.
 - b. The Chardonnay Symposium \$5,000 contest winner was selected and is working with Kaci to set up her trip. She has chosen to stay at Sycamore Mineral Springs Resort.
 - c. Visit SLO County, the county-wide marketing organization, has announced a partnership with BCF, their new marketing agency. They will focus on a marketing campaign focused on promoting the region in the shoulder season.
 - d. Cheryl confirmed that Avila's assessments were 17.07% of the total collected.
5. **Budget Update:** Stephanie Rowe confirmed that collections in March totaled \$9,470.98. Current funds (including the 2014-2015 carry-forward) total \$196,440.10 and the available balance after approved applications and anticipated expenses taken out is \$77,027.66.
6. **Committee Reports:**
 - a. **Outreach:** Kalie Howard: None
 - b. **Events and Marketing –** Katie Sturtevant: None

- c. **Stewardship Traveler Program – Katie Sturtevant & Christopher King:** Di Strachan gave an overview of the Wildlife Viewing and Stewardship Tips for Visitors. Cheryl will send the form without the “draft” for distribution to the Board. Di also noted that the Stewardship Travel Program won an award from Visit SLO County under their environmental program. Chris King noted that they have about 15 RSVPs for the second Stewardship Travel Workshop on May 16, 10-11:30am.
- d. **TJA Activity Report/Website Analytics Update – John Sorgenfrei, Kaci Knighton, Rick Turton:** Kaci Knighton gave an update on social media in the last month. Facebook fans are at 58k and they are adding about 500 fans a month. When she is placing Facebook and YouTube ads, there was around 2,000-3,000 fans added a month. Avila Beach Instagram has 5,500 followers which is a 12.5% increase from last month. Pinterest has 234 followers. Monthly video views is at 585. Kaci also reviewed the end of year 2015-2016 recap. Facebook increased by 10,000 fans from 48,000 to 58,000 in the last year. YouTube lifetime views increased 39.42%. Pinterest followers increased by 26.49% and Instagram followers increased from 877 to 5,622 or 541%. John Sorgenfrei noted that Rick Turton was not present to give his update but could do so at the next meeting. John also noted that they are working on the Avila video.

7. Presentations:

- a. **Samantha Pruitt, SLO Ultra Race and SLO GranFondo Bike Race Website Updates:** Samantha noted that the SLO Ultra Race is on Saturday, September 10, 2016 and the SLO GranFondo Bike Race is on Saturday, October 29 and Sunday, October 30, 2016. Samantha noted that 100 slots out of 1,000 are remaining for the SLO Ultra Race. The Board agreed that they need to start promoting stays in Avila for the events. Stephanie will ask constituents if they would like to offer a special lodging package for the events which will be posted to each landing page. Samantha noted that for the SLO Ultra, they would be showing a movie on Friday night to encourage a two-night stay. John Sorgenfrei will make sure the landing pages are up for both events before communications go out. He also noted that the Avila logo is still too small and there needed to be more information about Avila Beach on the homepages. He showed the new logo design. There was much discussion around the VIP goody bag and the communication and logistics of the process. The Board finally decided not to have a VIP goody bag, and instead to have a follow-up process after the events to send attendees something to encourage return visits.

8. Action/Discussion Items:

- a. **2016 BubblyFest Fund Application Consideration:** The Board discussed the Sparkling Wine and Champagne festival which will be held on October 6-8, 2016 with the main event at the Avila Beach Golf Resort. Funds requested: \$9,000 which will be used as follows: \$6,000 for a targeted marketing campaign and \$3,000 for two separate discount promotions to attract lodging stays. The Board discussed the event at length. Kalie Howard noted that she liked the event. Charles noted that he wasn't sure about having another wine or beer event and that the Board was in the process of re-evaluating where they wanted to focus their resources. Cheryl Cuming asked why they funded the Chardonnay Symposium and was hesitating with this event. John Sorgenfrei noted that the Chardonnay Symposium was to replace the World of Pinot and the Central Coast Wine Classic and it was hoped that it would become an international event that would attract visitors from around the world. John suggested that the Board review allocating funds at the next meeting to have TJA market the BubblyFest event.

A motion was made by Kalie Howard, and seconded by Charles Crellin, to approve funding \$3,000 for BubblyFest by-the-Sea at the Avila Beach Golf Resort on October 6-8, 2016. The funds would go towards the ticket discount promotions to attract lodging stays. With no further discussion, the BubblyFest funding was approved by a majority vote of the local Advisory Board. Katie Sturtevant abstained.

- b. **2016 Chardonnay Symposium Update:** John Sorgenfrei noted that tickets were selling well but he had no specific numbers to report. A recap will be provided after the event. Charles asked if many people had called about staying for the event. The Board noted that not many people had called.
- c. **Stewardship Tote Bag Funding Proposal Consideration:** Katie Sturtevant reviewed the Stewardship Travel Beach Cleanup and Appreciation Tote Bag Strategy proposal. She noted that the program has been very successful. The proposal requested funds not to exceed \$5,550 which included tote bags with our logo and stewardship logo, marketing supplies, and the items for the cleanup kits.

A motion was made by Charles Crellin and seconded by Katie Sturtevant, to approve an amount not to exceed \$5,550 for the Stewardship Travel Beach Cleanup and Appreciation Tote Bag Strategy. With no further discussion, the proposal was approved by unanimous voice vote of the local Advisory Board.

- d. **Funding for Supplies and Catering for Stewardship Workshop:** Chris King reviewed the catering proposal for the Stewardship Travel workshop on May 16.

A motion was made by Katie Sturtevant and seconded by Charles Crellin, to approve \$219.95 for the Stewardship Travel Workshop catering on May 16, 2016. With no further discussion, the funding was approved by unanimous voice vote of the local Advisory Board.

- e. **Board Seat Changes:** Charles Crellin confirmed that Katie Sturtevant had submitted her letter of resignation effective immediately. He noted that Katie has been a valuable asset on the Board and was instrumental in implementing the Stewardship Travel Program. She will be missed. Charles confirmed that Christopher King has submitted his board application. Charles noted that Chris will be a great addition to the Board. He has assisted in the past by representing the Board at events and has been an early adopter of the Stewardship Travel Program.

A motion was made by Charles Crellin, and seconded by Kalie Howard, to accept the resignation from Katie Sturtevant for her seat on the Avila Beach Tourism Alliance Advisory Board effective 5/11/16. With no further discussion, the resignation was accepted by unanimous voice vote of the local Advisory Board.

A motion was made by Kalie Howard, and seconded by Charles Crellin, to accept the application from Christopher King, General Manager of the Avila Village Inn, for a seat on the Avila Beach Tourism Alliance Advisory Board. With no further discussion, the application was accepted by unanimous voice vote of the local Advisory Board.

- f. **Whale Trail Interpretive Sign Update:** Stephanie Rowe confirmed that the Harbor District approved installing the sign on the main Avila Pier. She also showed the replica of the actual design.

- g. **TJA Advertising Projects:** None

9. Future Agenda Items/New Business:

- a. BubblyFest Marketing Funding Allocation Consideration
- b. Port San Luis Harbor District Presentation
- c. Whale Trail Sign Update
- d. Chardonnay Symposium Recap
- e. Marketing Report Card Results
- f. Harvest on the Coast Fund Application
- g. Branding Strategy Brainstorm Meeting (after July 6)

h. SLO Ultra and SLO GranFondo Follow-up Package Discussion

10. Closing Comments: Stephanie Rowe asked that the July 13 meeting be changed due to a conflict. The Board agreed to change the meeting to July 6, 10-11:30am at Sycamore Mineral Springs Resort.

11. Next ABTA Local Fund Advisory Board Meeting:

Date: June 8, 2016

Time: 10:00 am – 11:30 am

Location: Sycamore Mineral Springs Resort Boardroom

12. Adjournment: The meeting was adjourned at 11:58 am.